

00 EC

REP HEADLINE# 6362360
*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 215 564 1103

CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT3/12 11.13
*** WPXI-TV ***

ADV # 016299 ADV. NAME POLI/T MURPHY/R/CON/PA
AGY # 03844 AGY. NAME BRABENDER COX MIHALKE
1218 GRANDVIEW AVENUE, 1ST FLOOR
PITTSBURGH, PA 15211
ORDER # 335461 CONTRACT # 6362360
PRDCT MURPHY 10/01 EST# COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT1/12 OCT7/12 WK-1

REP.# OFF.# 18 SALESMAN #
BUYER NAME LIZ BRABENDER
SALES PRSN WA- CHERYL BLAIR

CLASS: NATL. LOCAL REGIONAL

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT3/12 11.13

REP: TO JEN
FR LINDSEY FOR CHERYL
NEW ORDER
TTLS \$12,000
PLEASE CONFIRM, THANKS!

[Handwritten signature]

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			800A-900A	30	4	\$575.00	10/4	10/5	2		TH-F	2
PROGRAM : TODAY SHOW												
2			1200N-1230P	30	5	\$275.00	10/4	10/5	2		TH-F	2
PROGRAM : NEWS AT NOON												
3			430P-500P	30	5	\$375.00	10/4	10/5	2		TH-F	2
PROGRAM : JUDGE JUDY												
4			730P-800P	30	5	\$1,250.00	10/4	10/5	2		TH-F	2
PROGRAM : JEOPARDY wheel												
5			1100P-1130P	30	4	\$2,000.00	10/4	10/5	1		TH-F	1
PROGRAM : LOCAL NEWS												

[Handwritten notes: MI, md, 1135p]

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
6			1135P-1235A	30	5	\$500.00	10/4	10/5	1		TH-F	1
PROGRAM : TONIGHT SHOW												
7			730P-800P	30	5	\$425.00	10/6	10/6	1		SAT	1
PROGRAM : JEOPARDY NA - preempt - due to FB												
8			1000P-1100P	30	5	\$1,200.00	10/6	10/6	1		SAT	1
PROGRAM : LAW AND ORDER NA - preempt due to FB												
9			600P-630P	30	4	\$675.00	10/7	10/7	1		SUN	1
PROGRAM : SUN NEWS												
10			1130P-1200M	30	4	\$2,250.00	10/7	10/7	1		SUN	1
PROGRAM : LATE NEWS SUN												
OCT/12			12000.00									
CONTRACT TOTAL												12000.00
TOTAL SPOTS												14



MARKET TOTALS \$54,545
 SVC- NSI
 DEMOS- RA35+*
 WPXI 22%
 KDKA 41%
 WTAE 23%
 WPGH 11%
 CABL 1%
 WPCW 1%
 WPMY 1%